



CALIFORNIA WORKFORCE INVESTMENT BOARD MEETING NOTICE

**September 22, 2009
1:00 p.m. – 4:00 p.m.**

Larry Gotlieb
Chair

Chris Essel
Vice Chair

**California State University – Sacramento
University Union – Foothill Suite
6000 J Street, Sacramento, CA**



Arnold
Schwarzenegger
Governor

Barbara Halsey
Director

AGENDA

- 1. Welcome and Opening Remarks**
 - **Larry Gotlieb, Chair**
- 2. Update – Labor and Workforce Development Agency Report**
- 3. Update – Executive Director’s Report**
- 4. Update - Green Collar Job Council**
 - **Barry Sedlik, Chair**
- 5. Update – Disadvantage Community Workgroup**
- 6. Action:**
 - a. Approval of June 17, 2009 State Board Meeting Summary**
 - b. Approve Submission of Draft California Workforce Investment Act (WIA) Title I-B Annual Report for Program Year 2008-09**
 - c. Approval of the WIA Exemplary Performance Incentive Award Policy**
- 7. Information Presentation – California Workforce Association, American Recovery and Reinvestment Act Implementation**
 - **Summer Youth Program**
 - **Adult and Dislocated Worker Services**
- 8. Public Comment**

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Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information.

**California Workforce Investment Board
June 17th, 2009 Meeting Minutes**

I. Welcome and Opening Remarks – Larry Gotlieb, Chair

Board Chair, Mr. Larry Gotlieb, asked members of the State Board to introduce themselves.

II. Update – Labor and Workforce Development Agency Report

Secretary Doug Hoffner updated the Board on Recovery Act activities as well as budget information. Mr. Hoffner also discussed several initiatives including the Governor's Green Jobs Corps, the Fresno Allied Health Initiative, and the second wave of the Nurse Education initiative.

III. Update - Executive Directors Report

Ms. Barbara Halsey asked Ms. Gayle Pacheco to update the State Board on the work of the State Rehab Council and the Governors Committee on People with Disabilities.

Ms. Pacheco discussed the work of each of those councils in regards to Assembly Bill 925, and various media campaigns targeted at employers to highlight the benefits of hiring disabled employees.

Ms. Halsey then asked Mr. Jamil Dada to update the State Board on the work of the National Association of Workforce (NAWB) Boards.

Mr. Dada stated that the NAWB has been working diligently to ensure Workforce Investment Act reauthorization, however with the shift in focus on healthcare that may not occur until next year.

Ms. Halsey then asked Chancellor Scott to provide an update on California Community Colleges.

Chancellor Scott discussed the large increase in enrollment mainly due to the increase in workforce development and job training. He expressed his concern regarding potential budget cuts, but said that should courses be reduced emphasis would still be placed on job training, transferable skills, and basic skills education.

Ms. Halsey then updated the State Board on several funding initiatives coming from the Department of Labor. The Green Collar Jobs Council will continue to monitor those funding opportunities and prepare for the application process.

In addition the Workforce Investment Act State Plan and the Recovery Act Plan were not included in the packets due to their size; however, they are available online. As part of the instructions from DOL they asked that the State Board prepare any waivers to WIA regulation that may be essential to meet the expectations of the Recovery Act. The waivers that have been moved forward or that are in draft form now are, Performance Measures for Youth, Summer

Youth Employment Procurement, Entrepreneur Training, and a waiver for the Eligible Training Provider List.

IV. Action Items:

a. Approval of the March 24, 2009 Meeting Minutes

A correction to the minutes was made regarding the approval of the previous meeting minutes. The action item read “Approval of the March 24, 2009 Meeting Minutes” when it should have read “Approval of the September 24, 2008 Meeting Minutes”. The minutes were approved pending this change.

b. Approval of Strategic Plan for Workforce Investment Act and American Recovery and Reinvestment Act for the period of July 1, 2009 through June 30, 2010

Ms. Halsey gave a brief summary of the State Plan process and discussed the changes that were made. Ms. Halsey then opened the discussion to the State Board.

Mr. Jamil Dada motioned for approval of the State Plan.

Mr. James Shelby expressed concern regarding the lack of funding; particularly Recovery Act funding, that goes to underserved/disadvantaged communities. He asked that the State Board consider strategies to increase the amount of funding that goes to community based organizations that can target communities with multiple barriers. Mr. Shelby also stated that the Workforce Investment system focuses too heavily on Community Colleges, which do not necessarily partner with community based organizations or underserved populations

This concern was echoed by Ms. Gay Plair-Cobb.

Ms. Barbara Halsey offered that as the State Board asks local areas to update their local plans, a section could be designated to highlight how WIBs are connecting with community based organizations and how Recovery Act funds are being focused on high need/disadvantaged communities.

Ms. Virginia Hamilton of the California Workforce Association (CWA) also offered to collect data on the Local Areas to assess if and how they are connecting with community based organizations.

Mr. Shelby then asked that a task force be convened to assess the needs throughout the state and address the issue. He asked that it be made a priority of the State Board.

Ms. Stella Premo suggested that the State Board review the data provided by Ms. Hamilton and the CWA at the September meeting and then determine if a task force is needed for the December meeting.

Mr. Rubin stated that if it is within the State Board's purview action should be taken now to establish a task force or workgroup.

Ms. Halsey then stated that a workgroup would be created now to address the issue of funding and disadvantaged populations.

The State Board then unanimously voted to approve the State Plan and the Recovery Act Plan.

V. Committee Report: Green Collar Jobs Council – Barry Sedlik, Chair

Mr. Sedlik detailed the work of the Green Collar Jobs Council (Council) and the effect of the Recovery Act funds. The focus of the Council has been to inventory green; funding streams, training providers, and employers. This has been a difficult assignment as the definition of "Green" is still up for debate. The Council is really focusing on seizing this opportunity and leveraging as much of these funds as it can to create long lasting sustainable programs.

Mr. Sedlik added that one of the key components of the Council's strategy will be to convene regional meetings throughout the state to assess the needs of California's regions. One of the issues, however, is that many of these regions are receiving so much money for training that it is outpacing the needs of business. The purpose of this Regional Convening will be to begin the data driven approach to identifying the needs of a given region.

Mr. Gotlieb commended the work of the Council, and applauded the amount of work that has been done by the staff and Council Members.

VI. Information Presentations:

a. California Recovery Task Force – Cynthia Bryant Deputy Chief of Staff to the Governor and Director of the Governor's Office of Planning and Research, Lead, California Recovery Task Force (Invited)

Ms. Bryant thanked the State Board for the opportunity to discuss the work of the Task Force. She highlighted the opportunities created by the Recovery Act and also discussed the difficulties involved in tracking and accounting for the approximately \$85 billion that California is estimated to receive.

b. Update on North Coast's Industry Clusters Initiative – Jacqueline Debits, Director, Humboldt County Workforce Investment Board

Ms. Debits presented a follow up on the Humboldt County Targets of Opportunity. She discussed the data driven methodology that Humboldt County utilized to identify growing industry clusters and occupational opportunities.

**c. Economic Regional Recovery Plans Status Report – Representative,
Business, Transportation, and Housing Agency**

Mr. Hoffner provided a brief overview on the status of the Regional Recovery Workplans.

VII. Information Item – System Branding

Ms. Pam Harris, Chief Deputy of the Employment Development Department, introduced the presentation on system branding. She expressed the great amount of emphasis being placed on the One-Stop Career Center System at this time, and the need for a common brand for the entire system.

Ms. Lorrie Levy detailed the process that has begun to adopt a common brand for the entire system.

VIII. Other Business that May Come Before the State Board

There was no other business.

IX. Public Comment

There was no public comment

WIA Annual Report

Recommended Action

Approve the following process for the submission of California's Workforce Investment Act (WIA) Title-I Annual Report for Program Year 2008-2009 to U.S. Department of Labor (DOL):

- California Workforce Investment Board staff will submit a draft version of the Annual Report by the October 1, 2009 deadline.
- Final Annual Report will be submitted presented to the State Board at its next meeting tentatively scheduled for December 2009.
- Upon approval, the final version will be submitted to DOL

Background

Workforce Investment Act (WIA) requires states to submit an annual report on the accomplishments of the state workforce system and WIA performance data. The annual reports are due to the Department of Labor (DOL) on October 1st of each year.

The State Board has primary responsibility for preparation of the report with cost and performance data provided by the Employment Development Department. This year, increased workload generated by the American Recovery and Reinvestment Act has impacted the collection of information on program accomplishments from local workforce investment boards and the development of the required cost and performance data. Also, an August 24, 2009, Training Employment Guidance Letter from DOL required significant additional information be provided in the annual report.

Consequently, State Board staff is unable to produce a final draft annual report for State Board action for its September 22, 2009 meeting. In order for staff to have done so, and comply with the Bagley Keene Act, the final draft annual report would have been completed by September 10, 2009. Due to workload and other constraints staff was unable to meet this objective.

For the Program Year 2008-2009, we are requesting permission to submit an annual report as a draft by October 1, 2009. A final report would be prepared and submitted to the Board for approval at its next meeting. The approved final report would then be submitted to DOL.

WIA INCENTIVE POLICY

Recommended Action

Modify the State Board's current Incentive Award Policy established May 18, 2004 to:

- Account for the reduction in performance indicators (17 to 6); and
- Align the Exemplary Performance formulas resulting from the implementation of the Common Measures Waiver.

This action will change the weighted percentage allocations from 25% for each of the 4 previous client categories and redistribute the awards across the three client groups at a distribution rate per category of 33.33%.

Background

Under the Workforce Investment Act (WIA), a key principle is that states and Local Workforce Investment Boards (LWIB) have the increased authority and flexibility to design and implement workforce investment strategies and innovative programs that meet local needs. To encourage LWIBs in developing innovative employment and training strategies, the WIA **requires** the State to use a portion of the Governor's 15 Percent Discretionary Funds to award Local Workforce Investment Areas (local areas) with incentive grant funds to encourage regional cooperation among LWIBs, for local coordination of the delivery of WIA services, and for achieving Exemplary Performance in the operation of their local WIA programs [WIA, § 134 (a)(2)(B)(iii)].

The State Board approved a WIA Incentive Award policy during its May 18, 2004 meeting. This policy was predicated on data describing WIA performance within California's One-Stop Career Center system and local input on the importance of combined WIA coordination efforts at the regional and local levels. The amount of annual funding allocated for the annual Incentive Awards is \$700,000. The policy provided that incentive awards be allocated as follows:

- 70% for Exemplary Performance (\$490,000)
- 30% for Regional and Local Coordination (\$210,000)

Since developing this policy, circumstances have changed impacting the forty-nine (49) local areas in California. First and foremost, WIA fund allocations from the Federal Department of Labor are significantly less, declining approximately \$175 million since the inception of WIA. Local areas are struggling to meet the growing demand for employment and training services with less funding to do so. These awards provide the local areas with a potential source of additional funds to augment existing services or to use the potential award as needed.

Additionally, the workforce investment system has made progress in the development of partnerships and establishing regional and local collaborations. In part, this progress has been stimulated in California through federal and state resources for developing and strengthening data driven planning, collaboration between business, education, workforce and economic development and a national focus on the use of sector strategies as a framework for alignment of workforce development efforts. Continuing investment in regional collaboration and local coordination continues to compliment the State Board's adoption of sector strategies as a planning framework and focuses resources at the local and regional level for efforts that align with the Governor's priorities.

The previous Exemplary Performance categories included the following four client groups: Adults, Dislocated Worker, Older Youth, Younger Youth and Customer Satisfaction. On October 12, 2007 the Department of Labor granted approval of the State Board's Waiver Request to implement the use of Common Measures. The implementation of this Waiver reduced the performance indicators from 17 core measures in 4 client categories to 6 common measures in 3 categories (See Attachment A). The approval of the Waiver requires this modification to the State Board's current Incentive Awards Policy.

If approved, this modification will allow the State Board and the Employment Development Department to calculate the performance of Local Workforce Investment Boards for the 2008-2009 Program Year and issue the Exemplary Performance Incentive Grants accordingly.

At this time, it is recommend that the Youth performance indicators of Numeracy and Literacy be temporarily removed from the performance calculations. This recommendation is based on the fact, documented during local area compliance reviews, that there is an error in the measurement of these factors by a number of local areas using the CASAS measurement system. The exclusion of Literacy and Numeracy from the calculations has no negative impact on the local areas. As a corrective action plan statewide, we propose to sponsor a webinar on the Youth Measures and specifically, the Literacy and Numeracy measure.

TABLE 1. INVESTMENT ACT TITLE IB PROGRAM	PERFORMANCE MEASURE	TOTAL MEASURES
Adults	Entered Employment, Employment Retention, Average Earnings, and Employment with a credential	4
Dislocated Workers	Entered Employment, Employment Retention, Average Earnings, and Employment with a credential	4
Older Youth	Entered Employment, Employment Retention, Earnings Change, and Employment with a credential	4
Younger Youth	Skill Attainment; Attainment of a Diploma or GED; Retention in Employment, post-secondary education, or the military	3
Across all Programs	Customer Satisfaction (Job Seeker and Employer)	2
Total Performance Measures		17

TABLE 2. COMMON PERFORMANCE MEASURES PROGRAM	PERFORMANCE MEASURE	TOTAL MEASURES
Adults & Dislocated Workers	Entered Employment; Employment Retention; Average Earnings	3
Youth	Placement Employment or Education, Attainment of a Degree or Certificate; Numeracy and Literacy	3
Total Measures		6